

## Message Text

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46

ACTION XMB-04

INFO OCT-01 EUR-12 ISO-00 EB-07 CIAE-00 INR-07 LAB-04

NSAE-00 PA-02 SIL-01 USIA-15 PRS-01 TRSE-00 ( ISO ) W

----- 065227

R 081035Z APR 75

FM AMCONSUL ZAGREB

TO SECSTATE WASHDC 3034

AMEMBASSY VIENNA

INFO USDOC WASHDC

AMEMBASSY BELGRADE

UNCLAS ZAGREB 0281

DEPT PASS EXIM BANK

EO 11652: N/A

TAGS : EFIN, BEXP, YO, US

SUBJECT : US EXHIBIT AT ZAGREB SPRING FAIR: REQUEST FOR  
EXIM BRIEFING OF US EXHIBITORS

1. COMMERCE IS SPONSORING AN EXHIBIT OF 21 US COMPANIES WHO PRODUCE MACHINERY FOR THE WOOD INDUSTRY AT THE ZAGREB INTERNATIONAL SPRING FAIR, APRIL 21-27, 1975. THIS IS THE FIRST SUCH EXHIBITION ANYWHERE AND MARKS AN EFFORT TO INTRODUCE US EQUIPMENT TO A YUGOSLAV INDUSTRY WHICH EXPORTS ITS FINAL PRODUCTS IN SIGNIFICANT MEASURE TO THE UNITED STATES (1974 TURNOVER: REPORTEDLY DOLS 35 MILLION).

2. THOUGH ONLY LIMITED US EQUIPMENT SALES HAVE TAKEN PLACE HERE SO FAR, OUR PROMOTIONAL CALLS ON KEY PROSPECTS HAVE CONFIRMED AN OBVIOUSLY GENUINE INTEREST IN US MACHINERY. US TECHNICAL REPUTATION IS HIGH AND IMPORTS FROM GERMANY (WHICH HAS BEEN THE LEADING SUPPLIER UP TILL NOW) HAVE BEGUN TO COST A LOT MORE.

3. FOR CAPITAL EQUIPMENT PURCHASES, CREDIT IS A KEY QUESTION. SINCE EXIM HAS RECENTLY TAKEN STEPS TO ENHANCE OUR COMPETITIVE POSITION CREDITWISE--WHICH LOCAL BUSINESS SOURCES CLAIM HAD  
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LAGGED IN RECENT MONTHS--IT WOULD BE VERY VALUABLE FOR OUR

EXHIBITORS TO HAVE A COMPLETE, UPDATED PICTURE ON EXIM PROGRAMS, INCLUDING THE NEW LARGE AND SMALL PROJECTS WORKING GROUPS. CURRENT POLICIES RE CFF SHOULD ALSO BE COVERED IN PARTICULAR DETAIL SINCE MANY TRANSACTIONS IN THE WOODWORKING SECTOR ARE LIKELY TO BE SMALL TO MIDEIUM-SIZED. COMPREHENSIVE DESCRIPTION EXIM GUARANTEE POLICIES ALSO VERY RELEVANT. THIS CONNECTION, OFFICIAL OF LJUBLJANA BANK TELLS US THAT APPRAENT, RECENT EXIM UNWILLINGNESS TO GUARANTEE PFI PORTION OF CFF CREDIT CAUSING REAL DIFFICULTY.

4. ACTION REQUESTED: POST AND EMBASSY WOULD VERY MUCH APPRECIATE PRESENCE EXIM REPRESENTATIVE SUCH AS DIETZ, IF AVAILABLE, IN ZAGREB DURING FAIR OR AT LEAST PART OF IT. KEY PROGRAM ELEMENTS INCLUDE:

SUNDAY, APRIL 20, 1400 EXHIBITORS' BRIEFING

APRIL 21, 1100 FAIR OPENING

APRIL 22, 1700 AMBASSADOR TOON HOSTS RECEPTION FOR  
KEY PROSPECTS AND ECONOMIC FIGURES.

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
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**Draft Date:** 08 APR 1975  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
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**Disposition Approved on Date:**  
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**Disposition Comment:**  
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**Enclosure:** n/a  
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**Errors:** N/A  
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**Original Classification:** UNCLASSIFIED  
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**Page Count:** 2  
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**Reference:** n/a  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** ShawDG  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 27 JUN 2003  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <27 JUN 2003 by SilvaL0>; APPROVED <16 JAN 2004 by ShawDG>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
05 JUL 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** : US EXHIBIT AT ZAGREB SPRING FAIR: REQUEST FOR EXIM BRIEFING OF US EXHIBITORS  
**TAGS:** BEXP, YO, US  
**To:** STATE VIENNA  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006